

# Fuxuan Song

## Graphic Designer

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Professional visual communication and graphic designer with an established independent design studio. Over the past five years, I have collaborated with 30+ producers and clients worldwide. With over four years of experience in commercial graphic design, my focus is on meeting client needs by balancing aesthetics with business value, enhancing core functionality, and driving competitive advantage.

## Experience

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### Freelance Graphic Designer

ISKIN Cosmetic Clinic

Aug. 2024 — now

At ISKIN, as a freelance graphic designer, I utilized my free time to independently help the brand build its logo, brand identity, website, posters, and various sales-related materials from the ground up. Leveraging years of design experience, I anticipated and responded to the rapid iteration and updates needed for emerging small businesses.

### Internship Social Media Designer

Veradek Outdoor

Oct. 2022 — Feb. 2023

I collaborated with the company's international marketing and creative teams to design, shoot, edit, and manage video content on social media. This helped establish a premium brand image in the minds of consumers, converting viewers into channel followers. The conversion rate increased to 4.4%, while customer acquisition costs were reduced.

### Graphic Design Lead

Dialogues on Asian Universities

Sept. 2022 — Aug. 2024

As Graphic Design Lead at DAU, I independently shape the visual storytelling of our mission. From logo creation to building a cohesive Visual Identity, I empower the brand through design. My work, spanning web and UI/UX design to video editing, has significantly enhanced our brand's influence and appeal, anchoring it among the world's top universities.

### Graphic Designer

Premium Laser Clinic

May. 2022 — Sept. 2022

I lead the visual identity system, graphic design, advertising, poster creation, web development, UI/UX design, and creative content, ensuring our brand stands out with a captivating and user-friendly aesthetic. I am passionate about enhancing beauty through design.

## Education

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### Bachelor of Design

Emily Carr University

2020 — 2024

### Graphic Design

OCAD University (Exchange)

2022 — 2023

## Volunteers

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### Teaching Assistant

Bright Horizon Chinese School

Sept. 2019 — Jul. 2020

### Youth Conference Volunteer

Saskatoon Open Door Society

Jan. 2017 — May. 2017

## Awards

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### Graphic Design Gold Award

Skills Canada Saskatchewan

Apr. 2019

# Fuxuan Song

## 平面设计师

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专业的视觉传达与平面设计师，创立了个人设计工作室。在过去的五年里，我与全球30多位制片人和客户合作。拥有四年以上的商业平面设计经验，我专注于通过平衡美学与商业价值来满足客户需求，提升核心功能，提供大胆、可靠且具有收益导向的平面视觉设计，专为特定市场和环境量身定制。

## 工作经历

### 自由职业平面设计师

ISKIN 美容诊所  
2024 年 8 月 — 至今

在ISKIN，作为自由职业平面设计师，我利用空闲时间独立帮助品牌从零开始建立其标志、品牌形象、网站、海报以及各种与销售相关的材料。并凭借多年的设计经验，对于新小微企业的信息快速迭代更新作出预判响应。

### 实习社交媒体设计师

Veradek Outdoor  
2022 年 10 月 — 2023 年 2 月

我与公司的国际市场营销和创意团队合作，设计、拍摄、编辑和管理社交媒体上的视频内容。这帮助在消费者心中建立了高端品牌形象，将观众转化为频道粉丝。转化率提高至4.4%，同时降低了获客成本。

### 平面设计负责人

Dialogues on Asian Universities  
2022 年 9 月 — 2024 年 8 月

作为DAU的平面设计负责人，我用视觉来完成对该品牌的使命叙事。从标志设计到建立统一的视觉识别系统，我通过设计赋能品牌，让其在同类型竞争者中脱颖而出成为被目标群体青睐的长青IP。我的工作涵盖网页设计、UI/UX设计和视频编辑，显著提高DAU的品牌使命中，预先锚定在世界头部知名大学的影响力和号召力。

### 平面设计师

Premium Laser Clinic  
2022 年 5 月 — 2022 年 9 月

我负责视觉识别系统、平面设计、广告、海报创作、网页开发、UI/UX设计和创意内容，确保我们的品牌以迷人且用户友好的美学脱颖而出。我热衷于通过设计提升美感，来达成广告对顾客的精准投放，在职期间客单价和复购率持续提升，公司也顺利扩张出了诊所分部。

## 教育经历

### 设计学士学位

艾米丽卡尔艺术与设计大学  
2020 — 2024

### 平面设计

OCAD 大学（交换生项目）  
2022 — 2023

## 志愿服务

### 助教

Bright Horizon Chinese School  
2019 年 9 月 — 2020 年 7 月

### 青年会议志愿者

Saskatoon Open Door Society  
2017 年 1 月 — 2017 年 5 月

## 奖项

### 平面设计金奖

Skills Canada Saskatchewan  
2019 年 4 月

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